

### REMARKS

Claims 1-9 are pending in the subject application. Claims 1 and 3-9 are rejected as unpatentable over STURGEON (US 6,064,385), in view of SCHONER (US 6,493,506). Claim 2 is rejected as unpatentable over STURGEON, in view of SCHONER and further in view of DURDEN (US 2004/0261099). In an effort to expedite the prosecution of the subject application and without in any way conceding as to the substance of the rejections, Applicant has amended claims 1-3 and 6-9. No new matter has been added. In view of the amendments and the following remarks, Applicant requests reconsideration of the subject application.

Claim 1 specifies that multiple, first presentation settings, as specified by a first user, are coordinated with “respective ones of multiple, first portions of said audio/video program” and with “a first attribute of said first user,” and that multiple, second presentation settings, as specified by a second user, are coordinated with “respective ones of multiple, second portions of said audio/video program” and with “a second attribute of said second user.” By coordinating the first presentation settings and the second presentation settings with respective portions of the audio/video program and with respective attributes of the first user and the second user, subsequent playback of the audio/video program can be customized for the first user and the second user on a fine-grained level, such as when scenes change or characters move. In particular, the first presentation settings are retrieved “based on said first attribute of said first user,” and are selectively applied to “respective ones of said first portions of said audio/video program” during subsequent playback of the audio/video program “for said first user,” while the second presentation settings are retrieved “based on said second attribute of said second user,” and are selectively applied to “respective ones of said second portions of said audio/video program” during subsequent playback of the audio/video program “for said second user.”

STURGEON fails to teach or suggest the coordination of multiple presentation settings with respective portions of an audio/video program and the selective application of presentation settings to those portions of the audio/video program. STURGEON’s user interface 550 allows the specification of options regarding rating limit 554, audio language 556, subtitle language 558, and video presentation mode 560. *See, e.g.*, STURGEON, FIG. 5B; col. 6, lines 27-31; and col. 8, lines 51-60. However, these options are presumably global parameters to be applied to a current title as a whole, rather than to particular portions of the current title. Stated in another

way, STURGEON fails to teach or suggest functionality to track which particular presentation setting should be coordinated with (and applied to) which particular portion of an audio/video program.

SCHONER fails to remedy this deficiency of STURGEON. SCHONER's optical disk system 10 stores viewing and listening preferences pertaining to a particular optical disk or pertaining to a particular user, such as preferences regarding spoken language, video display format, audio volume setting, and subtitle language. *See, e.g.*, SCHONER, FIG. 3; FIG. 4; col. 7, line 58 to col. 8, line 2; col. 8, lines 17-21; and col. 8, lines 24-35. However, like STURGEON, SCHONER's stored preferences (whether pertaining to a particular optical disk or a particular user) are presumably global parameters to be applied to a presentation as a whole, rather than to particular portions of the presentation. Therefore, whether taken alone or in combination, STURGEON and SCHONER fail to teach or suggest functionality to track which particular presentation setting should be coordinated with (and applied to) which particular portion of an audio/video program.

The rejection of claim 1 is predicated upon the teachings of STURGEON and SCHONER with respect to the above-described features of the claim. The deficiencies of STURGEON and SCHONER are not remedied by the teachings of DURDEN.

For at these reasons, the cited references fail to teach or suggest the subject matter that is defined by claim 1. Therefore, claim 1 and its dependent claims 2-9 are in a condition for allowance.

### SUMMARY

In view of the foregoing amendments and remarks, it is respectfully submitted that the subject application is now in a condition for allowance. The Examiner is invited to contact the undersigned if there are any residual issues that can be resolved through a telephone call.

The Commissioner is hereby authorized to charge any appropriate fees to Deposit Account No. 50-1283.

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